

NO SENTIMENT IN A MOTOR CAR

Ben Briscoe Says You Can't Stroke Its "Neck" or Feed It Sugar Lumps.

"If you are satisfied to call the horse a horse lover," says Benjamin Briscoe, president of the Briscoe Motor company, a pioneer of the industry and a most interesting lecturer on its many phases, "then we might as well admit that there are some things which the horse lover will miss in the automobile. You cannot stroke the automobile's neck or feed it lumps of sugar, for the machine is a matter of

fact thing; it permits of little sentimentality but rewards good care with an impartiality that cannot be found in the horse.

"Another thing that makes the horse owner some times a difficult customer is the fact that he cannot buy an automobile on a week's trial, as is done very generally with horses. The very process of buying a motor car is different, for invariably the automobile is sold for so much—no more, no less. The production of the car costs an amount that is figured out with mathematical exactness—hence the fixed selling price.

"The value of the horse, on the other hand, varies with the value at which his progenitor has been held, or he comes subject to the proverbial shrewdness of the horse trader and the obduracy of the prospective customer. A horse, when kept in a livery stable, costs not less than \$20 per month in the smaller communities and much more than that in the larger cities. If you keep the horse yourself, it will be necessary to build a stable, the cost of which, with plumbing and quarters for the groom, seldom is less than \$1000.

"Suppose you live in the suburbs, or in the country, and desire to keep your car on your own grounds. Less than \$100 will provide an excellent, small fire proof garage.

"You don't have to feed and water an automobile three times a day. You don't continually bandage its legs. If its teeth, tap it for colic, stuff its hoofs and take it around to the blacksmith shop. You wouldn't think of taking a horse out in the morning except he had had his breakfast and his morning grooming; you could not keep him going all day without giving him additional meals, with an occasional rest between.

"It would be impossible for a man to live in the suburbs of one of our large cities and go to his business in the city with a horse and carriage. The automobile makes this an easy task. Without the least effort you start in the morning, and with your arrival at home in the evening and the storing of the machine in your garage, your troubles are over.

"There will always be people who use horses," concludes Mr. Briscoe, "but the horse perpetuates itself for reasons other than the failure of the motor car to demonstrate its many sided superiority."

More Predictions Of High Price For "Gas" Are Made By Dealers

Two more gasoline distributors have come forward with predictions of 25-cent gasoline for El Paso for the opening of the new year. Henry Swearingen, head of the Red Ball service, and E. Lockhart, of the Rio Grande Oil company, have joined hands with J. V. Cannon in asserting that the high price of gasoline has not yet been reached.

"The increase is general all over the country," said Mr. Swearingen. "The demand for gasoline in Europe has had a lot to do with the increase. I believe it will be at 25 cents a gallon here inside of the next ten days or so, with a chance of a still further but small increase in January."

"Pay attention to your carburetors and you won't be kidding so much about the high price of gasoline," is the advice of George C. Halley. "I've been experimenting with a new device for several weeks and have come to the conclusion that I can double my mileage per gallon with it. I'll have it on the market very soon."

DODGE BROTHERS MOTOR CAR

There is abundant evidence that this is an exceptionally economical car.

Owners say that the gasoline consumption is unusually low.

When they speak of tires they almost invariably report mileage records which are remarkably high.

And there is a sound logical reason why the car should cost little to keep.

It is light—the actual scale weight is only 2235 pounds.

This light weight is partly due to the use of well-designed steel forgings; and pressed steel parts; and the absence of heavy castings.

The all-steel body is electrically welded into a unit. This gives it that stability and rigidity which must otherwise be sought in the use of heavy parts or bracings of steel or wood.

The motor is 30-35 horsepower

The price of Touring Car or Roadster, complete, \$785 (f. o. b. Detroit)

The price of the Winter Touring Car or Roadster, complete, including regular mohair top, is \$950 (f. o. b. Detroit)

DODGE BROTHERS, DETROIT

Lone Star Motor Company

301-315 W. San Antonio St.

MOTOR VEHICLES DISCRIMINATED AGAINST BY STATE AND NATION, IS CHARGE.

Washington, D. C., Dec. 18.—Contributing in so-called registration taxes over \$100,000,000 yearly to the upkeep of the nation's highways, motor vehicles are discriminated against by state and national laws, according to a report received by the American Automobile Association in Washington.

What may accentuate their dissent from the tax being levied on them is that in many states owners now pay three taxes for registration of the car, operating license for its driving, and also under the head of personal property. In Mississippi and Ohio the state supreme courts decided that it was unconstitutional to tax an automobile owner for registration in excess of the clerical cost of the issuing of the certificate of title.

Communications by post and wire from clubs and individuals to the national headquarters of the American Automobile Association in Washington indicate a practically unanimous inclination to protest, emphatically against this latest effort to fill out the motorist as a special road user and disregard the thousands of horse-drawn vehicles.

Incidentally, it is estimated that some five million acres are necessary to raise feed for the several millions of horses in the country. The substitution of vehicles using gasoline and electricity would release all of this acreage to divert the labor engaged in its tilling to the needs of humans.

For years people have employed horse-drawn vehicles for utility and social purposes, and no plan came forth to tax the owners of these vehicles other than through the usual channels of raising revenue.

Motor Sparks

The commissioners of the Southern Illinois penitentiary have placed 50 convicts at work on the new highway to be built from Ava, Ill., to the Mississippi bottoms.

A 18-year-old boy has been fined \$25 and costs by Judge Edwin C. Dickenson in the Hartford, Conn., police court for tampering with a motor car which did not belong to him.

The national movement to discourage excessive taxing of cars, which has been taken up by the Syracuse Dealers' association.

During the last 20 years expenditures aggregating \$211,859,165 have been made from the appropriations of 29 states. With these funds improved roads to the extent of 35,477 miles have been constructed.

Motor vehicles in Oregon will be tagged in 1916 with a bright red tag with white lettering, and it is ordered that all may be supplied with the new tag prior to the first of the year, upwards of 25,000 invitations already have been sent to owners asking them to fill out application blanks for the new tags furnished by the office of secretary of state.

J. C. Abbott, station agent of the Wabash railroad at Columbia, Mo., has been asked by officials of the road to compile figures showing how much business the branch of the road in that town lost to the motor car.

Seventy-six motor trucks have supplanted the street car service between the main postoffice and the outlying subdivisions in Chicago. When circumstances permit all horse drawn vehicles in the postal service will be superseded by motor cars and trucks.

The Connecticut Chauffeurs' Protective association at its last business meeting has gone on record in favor of the state authorities examining all applicants for licenses to drive cars.

The "nose out" parking plan is being tried in Superior avenue, Cleveland, O. The public safety department has placed mounted police to carry out this plan at the behest of the Cleveland Automobile club. More room for Cleveland's thousands of cars and an added degree of safety were points urged by the club's officials. Director A. A. Benesch of Cleveland's public safety department, has agreed that if the scheme is successful to put it into effect in other streets sufficiently wide for the purpose.

Garages in Denver, Colo., now will have to pay a yearly license fee of \$35 to the city, an ordinance with this provision having passed the city council.

Ohio's license tags for 1916 will be the reverse of the 1915 tags, as they will have white figures on a black ground. Dealers' tags will bear the letter "D," and those for electric "E." A minimum of 100,000 sets at a cost of 15-14 cents per set, will be contracted for.

Shipments of motor cars during August were almost double that of the same month of 1914, according to the report presented by the National Automobile Chamber of Commerce to the directors' meeting of the National Automobile Chamber of Commerce.

A railroad line is being operated on the tracks of the Pacific and Eastern railroad in Southern Oregon. It consists of an omnibus body on a standard chassis, and carries eight to ten passengers. Operating between Medford and Eagle Point, 12 miles from Portland, it displaces a locomotive and passenger coach. It probably is the only line in the country operating on a standard gauge railroad track.

Pleasure riding in motor cars in Sunday is under the ban of the Methodist Episcopal church of Wisconsin, according to resolutions passed at the annual convention of the West Wisconsin M. E. conference in Eau Claire. All communicant members of the church are appealed to and strictly urged to obey and observe the rules against laboring on the Sabbath.

Rural mail carriers may now use motorcycles with side van attachments, as well as automobiles, if they give motor service. This is the result of a new order by postmaster general Burleson, approving the use of motorcycle side vans for mail delivery.

The governor of Pennsylvania has made the announcement that the state must make a beginning in the enormous task of abolishing highway grade crossings throughout the state, and he proposed that the thirty six grade crossings on the Lincoln highway be attended to first.

NEW YORK GAS SOARS. New York, Dec. 18.—Owners are now paying 21 cents a gallon for gasoline. The tank wagon price of gasoline will be 19 cents, an advance of one cent. Gasoline prices in New Jersey range from 20 to 21 cents. A one-cent rise has taken place in Colorado, Montana and Wyoming, tank wagon basis. This makes the present price 18 cents in Cheyenne and 19 cents in Denver. It has risen 2 cents in Milwaukee in 20 days.

Christmas Gifts at Feldman's, Tennis Racquets—Golf Clubs—Advertisement.

FOR COAL AND WOOD PHONE EAST 8, NEFF-STILES COMPANY—Adv.

The Other Fellows

He always goes uphill on "high." And never has to stop. He's going twenty when he starts. And fifty 'er the top.

His lightning tank never bothers him. One tank lasts him a year. And so, you see, he hasn't got. This one expense to fear.

He doesn't use much gasoline. He makes a gallon do. To carry him for thirty miles. And maybe thirty-two.

He is an expert driver and just cannot lose his pole. And never worries when he hears an unaccustomed noise.

In all these years he owned his car. He's never bought a tire. But he's no genius—is this man—He's just a common man.

Hayne "First Car."

FORD CANADIAN NET PROFIT \$3,202,485

The annual financial statement of the Ford Motor company of Canada, Ltd., shows that during the fiscal year ending September 30, 1915, the company made a net profit of \$3,202,485.15, or an increase of \$1,179,962.09 over the profit of 1914. The assets totaled \$9,132,498.28, as compared with \$5,603,618.41 in 1914, an increase of \$3,528,879.87 for the year just ended.

Among the items enumerated the one showing the biggest increase is that of cash on hand or in the banks, which totaled \$2,609,947.45, or nearly \$1,400,000 more than in 1914. An increase of nearly \$1,500,000 is also shown for the home plant's value, which is given as \$2,713,122.07, as against \$1,215,114.25 in 1914.

Christmas Gifts at Feldman's. Air Rifles and Struck Building Outfits for Boys—Adv.

1916 REO

"The Automobile of Extreme Merit"

The Reo Six is the most beautiful car ever built and the price is within reach of those that cannot afford to make a mistake.

The Reo Four is a great puller and is dependable on any occasion.

Commodious, Economic, Accessible and enduring is REO policy. Write us if you do not live in El Paso. Call if you live here and we will gladly show you these wonderful values.

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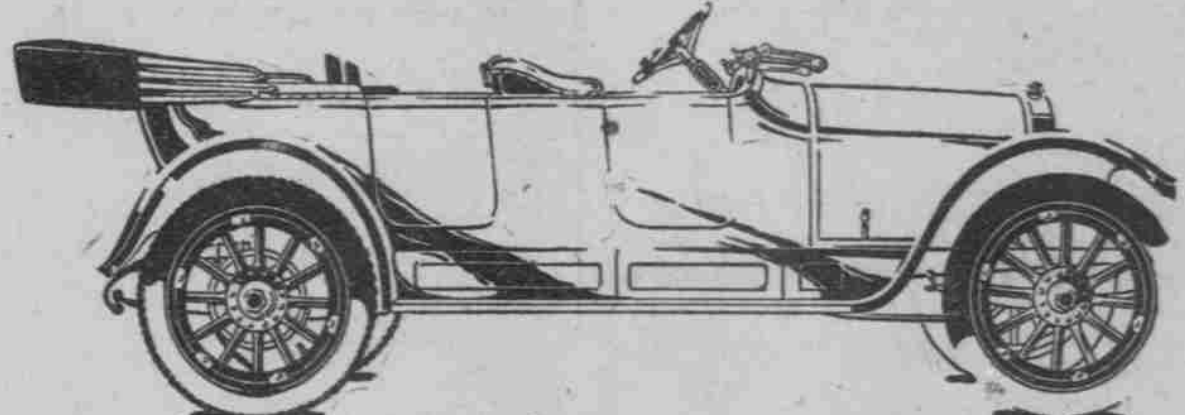
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More power and greater smoothness—improved 45 horsepower motor which is the last word in six-cylinder smoothness and flexibility.

More room—125 inch wheelbase which means—

More comfort—for a full quota of seven adult passengers.

More convenient electric control—all switches located on steering column.

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More tire mileage—4½ x 35 tires.

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Because of our greater production we can and do give you in this improved Six a car which is dominant value among Sixes.

Let us show you the Overland Six—also the five passenger four-cylinder touring cars at \$750 and \$615 and the roadsters at \$725 and \$595—all prices f. o. b. Toledo.

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